

4. Wical appears to teach a hierarchical drill down rather than a tab display. Wical teaches the display of an icon **200** and category name display box **210**. The present invention claims a tabular display. The tabs of the current invention may be displayed in horizontal rows, vertical columns, or both. Wical does not teach a horizontal display orientation, and such an orientation would be impractical given the length of text description in Wical's display boxes. Wical does not teach a close format display, such as in the current invention when tabs are arranged in a row.

"Each top category contains an icon, such as the icon for the "science, technology, and education" labeled 200 on FIG. 2a, that graphically represents the respective category. In a preferred embodiment, each category name is displayed in a box, such as box 210 for "science, technology, and education", for selection by a user." [Wycal col 10, lines 24-29]

5. Wical teaches that the hierarchical structures are dynamically created. In the present invention electronic catalog embodiment, the products and the product classifications are known, and it is not necessary to create the tabs dynamically.

"As discussed above, the hierarchical structures are dynamically created from the inner play of the topic table 165 and the index/topic table 185 (FIG. 1). For the example display shown in FIG. 2d, the "computer hardware industry" and the "computer software industry" categories are part of the basic structures stored in the topic table 165. The "International Business Machines Corporation" category is an index head that is cross referenced to the topic "computer industry" in the index/topic table 185. In the next lower level under the "computer software industry" category, "databases and spreadsheets", "document management and work flow software", and "operating systems" are part of the basic structure stored in the topic table 165. The categories "Microsoft" and "Oracle Systems Corporation" are index heads from the index table 170, and are cross referenced to the topic "computer software industry" in the index/topic table 185." [Wycal col 12, line 60 – col 13, line 1]

6. Claim 1 has been amended to cite an electronic version of a catalog and a three level hierarchy of tabs. Amended Claim 1 relates to finding information within a single catalog document as opposed to Wical's plurality of documents.
7. Applicant argues that amended claim 1 and its dependent claims 2-23 are not anticipated by Wical. Applicant argues that amended claim 1 and its dependent claims 2-23 are not obvious in view of Wical.
8. Claim 36 has been amended to cite an electronic version of a catalog.

9. Applicant argues that amended claim 36 and its dependent claims 37-41 are not anticipated by Wical. Applicant argues that amended claim 1 and its dependent claims 37-41 are not obvious in view of Wical.
10. Claim 42 has been amended to include the limitations of Claim 1.
11. Applicant argues that amended claim 42 and its dependent claims 43-44 are not anticipated by Wical. Applicant argues that amended claim 1 and its dependent claims 43-44 are not obvious in view of Wical.
12. A \$100 fee for new claim 45 is enclosed.
13. Wical teaches a bookshelf system for browsing information where only a portion of the hierarchical structure may be displayed. New claim 45 recites three tiers of graphics images, where the first and second tiers of graphics images remain viewable as the user makes selections. Support for this claim is shown in FIG. 1 where the first tier of tabs and the second tier of tabs remain visible as the third tier of tabs is displayed and a third tier tab is selected.

“It also displays a portion of the hierarchical structure that includes the match category such that a path is defined from the highest hierarchical levels to the hierarchical level of the match category.”
[Wical Abstract]

[0027] It will be recognized that one or more of the tabs 120-128 may be replaced with any graphics image including an icon, a JPEG image, a GIF image, text message, or other graphics image. For example, if the tab 112 (assigned the letter "A") in the first tier 102 is selected, then the tab 120 of the second tier 104 may be labeled with an image of a roll of tape to represent adhesives. If the tab 119 (assigned the letter "P," not shown in FIG. 1) in the first tier 102 is selected, then the tab 120 of the second tier 104 may be labeled with an image of a printer to represent printers. [Current Invention, Paragraph 0027]

[0123] Like the tabs of the first tier, in accordance with one embodiment of the present invention, the selectable graphic images of the second tier are tabs. In accordance with another embodiment of the present invention, the selectable graphic images are radio buttons. If desired, the selectable graphic images may be replaced with check boxes, icons, drop down lists, scroll bars, and/or other input element of a graphical user interface. [Current Invention, Paragraph 0123]

[0050] In accordance with one embodiment of the present invention, the lower tiers (i.e., the tiers beyond the alpha tier) are extensible. In other words, such tiers may appear only when certain tabs

of a higher tier are selected. For example, some types of products require additional categorization. There may be only a few types of clipboards, for example, and several hundred types of pens. When a customer desires a clipboard, selecting "C" at the alpha tier and "Clipboards" at the beta tier cause a third tier to appear that provides tabs to the catalog pages showing clipboards. But when customer desires a pen, selecting "P" at the alpha tier and "Pens" at the beta tier, the user may select "ball point pens," "felt tipped pens," "fountain pens," "refillable pens," etc. at the third tier. Selecting one of the tabs in the third tier causes a fourth tier to appear that provides tabs to the catalog pages showing pens. Accordingly, the fourth level appears when pens are selected, but does not appear when clipboards are selected. [Current Invention, Paragraph 0050]

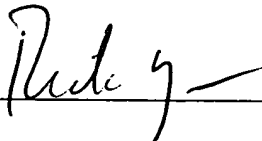
§103 Rejections

14. Applicant respectfully traverses the §103 rejection of claims 17 and 41 based on Wical and Wittenburg (U.S. Patent No. 6,515,656)
 15. Applicant argues that amended claim 1 and its dependent claim 17 is not obvious in view of Wical and Wittenburg.
 16. Applicant argues that amended claim 36 and its dependent claim 41 is not obvious in view of Wical and Wittenburg. Although Wittenburg teaches Internet commerce, neither Wical nor Wittenburg teach the generation of a purchase order as claimed in claim 41.
 17. The references of Wical and Wittenburg are not reasonably combined to form an obviousness rejection. Wical teaches a bookshelf system for browsing information, while Wittenburg teaches a multimedia presentation such as online shopping.
 18. Wittenburg teaches away from the current invention by teaching dynamic tabs.
{Wittenburg claims 21 and 24}
- “21. Additional methodology is provided for dynamically adjusting tab categories and subcategories. The method is, in the preferred embodiment, driven in part by the number of lines supported by the display. In the foregoing example, for instance, the interface supports seven displayable lines which the user can navigate. The number of displayable lines is employed to set a threshold number of items which must exist before creating further tab categories (i.e., subcategories).” [Wittenburg Paragraph 21]

19. Applicant respectfully traverses the §103 rejection of claims 27-31 based on Wical and Bodnar (U.S. Patent Application 2001/0000668)
20. The references of Wical and Bodnar are not reasonably combined to form an obviousness rejection for claims 27-31. Wical teaches a bookshelf system for browsing information, while Bodnar teaches a portable computing device with about 7 lines of display. Claims 27-31 relate to a method for presenting an electronic office products catalog.
21. Bodnar teaches a dynamic tab splitting method which teaches away from the multi-tiered tab display of the current invention:
82. The foregoing example illustrated a scenario where simple category headings sufficed. At times, however, a simple category heading might not provide sufficient detail. Consider a scenario when the user has navigated to a category having "M" entries only to find that a very large number of "M" entries exist. In an electronic address book, it is not uncommon to find, for example, a large number of "Mc" entries. FIG. 8A illustrates this scenario. Here, the user has tabbed to a category including "M" entries. For the interface 700 (now 700c), this is shown at tab 801. As a result of having selected tab 801, the list 701 (now 701c) is updated and, for this example, includes a large number of "M" entries. To drill down into these entries, the user clicks the select key, shown at 805.
83. In response to this action, the interface 700 (now 700d) updates, as indicated in FIG. 8B. Note particularly that the category tab has, in effect, "split" into subcategory tabs. For instance, "M" entries are now represented by three tabs 811: "M," "Mc," and "Mo" tabs. Here, since there are a great number of "Mc" entries, the system has synthesized dynamically an "Mc" tab, so those entries have their own subcategory tab. In this fashion, the user can quickly navigate to a particular subcategory of interest, thereby avoiding the need to linearly scan through a subcategory having a large number of entries which are not of interest (e.g., "Mc" entries)."[Bodnar Paragraphs 82-83]
22. Thank you for your continued assistance in this application.

Respectfully submitted,

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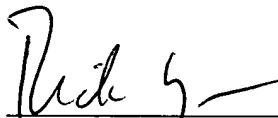
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List of Claims
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